

# Publishing Particulars

**Edition Deadlines** for Customer submission of Artwork and Text for advertising on Internet and/or in print for publishing is set forth on reverse side under "**Customer's Artwork Due Date**".

## Specifications for Display Advertising Materials

Digital Pictures and Artwork

- 300 dpi
  - File Type: .jpg, .tif, .eps, .psd (PhotoShop)
  - RGB/CMYK color mode
  - Full-Size image
- For questions about digital graphics for display advertising, contact Bob Sherby (360) 479-8384.*

## Map Specifications

### Format

#### State Adventure Maps

- Flat: 33" x 21.25"
- Folded: 4"w x 10.5"h
- Printing: 4/4, 60# Gloss

#### County Adventure Maps

- Flat: 27" x 24"
- Folded: 4"w x 9"h
- Printing: 4/4, 70# Gloss

### Distribution:

#### Initial Printing

State Adventure Maps: 50,000

County Adventure Maps: 20,000

#### Locations

- All Sportsman's Warehouse stores in state or county
- Selected Chambers of Commerce
- Selected Concession & Visitors Bureaus
- Selected state and local Information Centers
- Approximately 60 Map advertisers
- Selected RV campgrounds

#### Internet:

- Several Publisher travel-related web sites
- Numerous linked web sites of Publisher's affiliates

